



ABASTUR 2004



Mexico City, Mexico
September 29-October 1, 2004

Who Should Attend

U.S. exporters of food, including catering products; beverages, wine and spirits for the hotel, restaurant and institutional trade (HRI) should attend.

Why

At *Abastur 2003* in Mexico over 17,816 visitors, including top buyers and importers, visited the show. *Abastur 2004* is expected to be an even greater success. The show continues to expand its dedicated floor space to accommodate the huge response by both participants and visitors.

The quality and variety of products available at ABASTUR, combined with the overall quality of the exhibitors and visitors, set this show apart as a not-to-be missed marketing opportunity to reach Mexico City's key executives and contacts in the HRI industry. And, at *Abastur 2004*, your company will have a unique opportunity to access these key HRI clients by participating in the U.S. Agricultural Pavilion.

The Market

Mexico, with its large and growing population, stable economy, liberalized import policy and ideal geographic location, is a dynamic market for exports of top quality U.S. food and agricultural products. In 2003, the total value of U.S. exports of food and agricultural products to Mexico were \$7.65 billion.

Growth in the sales of consumer-ready products accounted for 58 percent of that impressive increase, surging from \$952 million to \$3.2 billion, an average annual growth of 23 percent.

Best Prospects:

Beef, pork, dairy products, seafood, poultry products, snacks, food ingredients, fruit and vegetable juices, sauces and other condiment, fresh and processed fruits and vegetables, alcoholic beverages, non-alcoholic beverages, vegetable oils, frozen products, sugar and sweeteners, herbs and spices

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